



MAINTOWNFRISCO

A SHOPPING, CULTURAL & GATHERING PLACE

The Vision



PRESENTED TO

THE FRISCO CITY COUNCIL

BY


THE DOWNTOWN ADVISORY BOARD



April 15, 2008

“Make no small plans for they have not the power to stir men’s blood.”

—*Niccolo Machiavelli*


Great cities are known for their cultural aspects. Old World classics such as Florence, Paris, and Rome – all are associated with great works of art, architecture, music and literature—the ingredients of great commerce and progress. Like the Yin and the Yang the dance between art and commerce has also fueled the growth of major American cities such as New York, Chicago and San Francisco. But what is really significant is how smaller cities also profit from the Arts; Cincinnati, Boston, Santa Fe, and many others. The message is clear; people want something more from life. Something more meaningful than a good job and a comfortable place to live. Cities that recognize this innate desire and provide its citizens with the enriching experiences they need will be the cities that grow and prosper in the twenty-first century. 

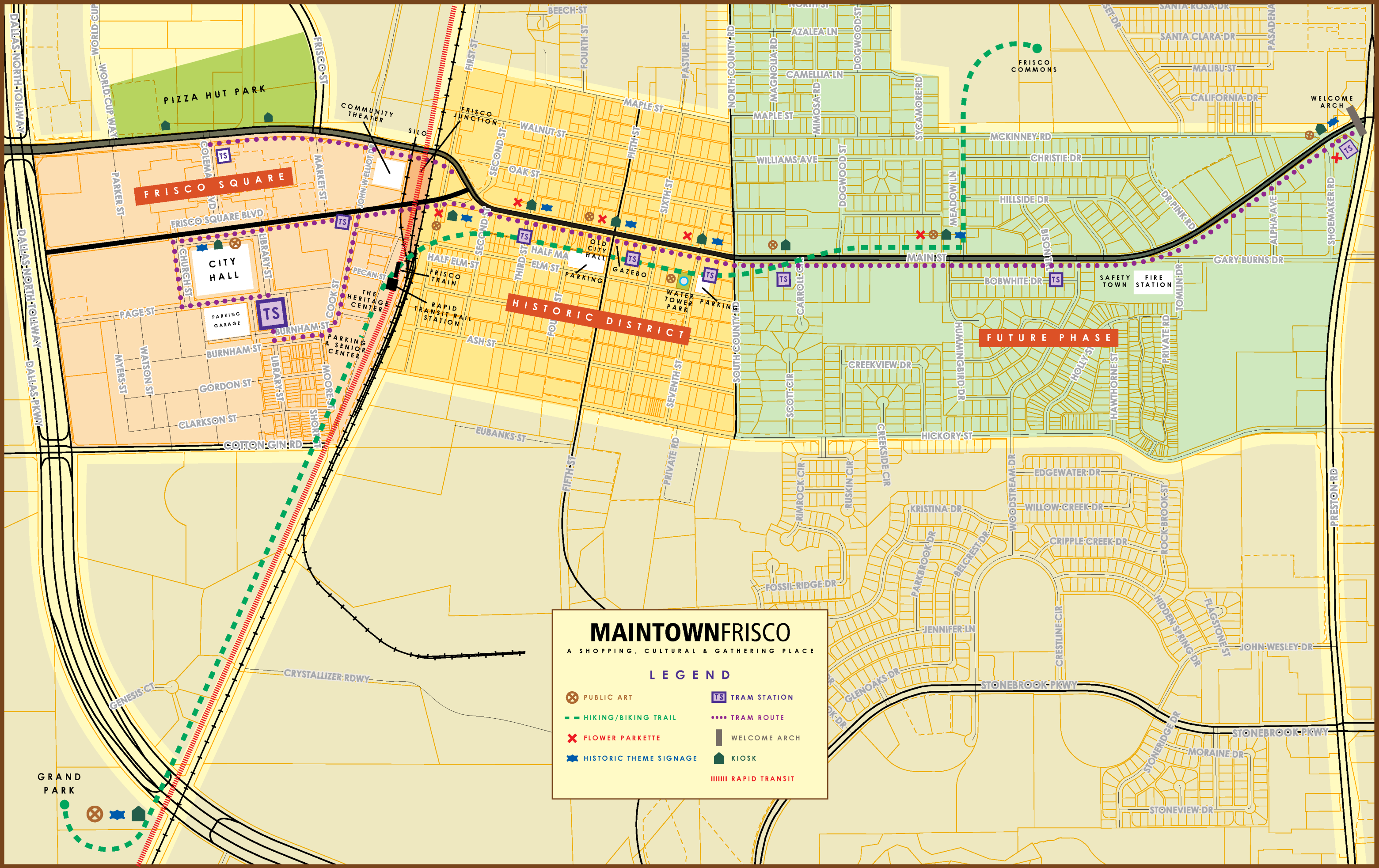


A SHOPPING, CULTURAL AND GATHERING PLACE.

MainTown Frisco. A two-mile long corridor along Main Street, it will be a festive shopping, cultural and gathering place for Frisco families, visitors and culturistas. Bordered by the Tollway on the west and Preston Road on the east, MainTown will connect three separate and distinct entities; Frisco Square, the Historic Downtown District, and a future development area from County Road to Preston. While maintaining their individual identities, these three areas will become one entity that celebrates Frisco's past, present and future. This corridor of three different experiences will be known as MainTown Frisco.

In addition to a plethora of one-of-a-kind shops, specialty stores and restaurants, MainTown will offer residential quarters and a diverse, continuous year-round venue of events and activities; art exhibitions, flower festivals, summer night plays, Fourth of July picnics and fireworks shows, Christmas concerts, name musicians, local bands; barbecues, street dancing – and more. MainTown will continually feature something fun, delicious and entertaining for young and old alike.








THE LOOK AND FEEL.

MainTown emanates from Frisco's Historic District (the railroad to County Road). This is where the city began with banks and dry goods stores, a grocery store and the popular Curtsinger's Drug Store – where many a farm kid spent his egg money on ice cream and sodas. Across the street kids enjoyed 25-cent Saturday matinees featuring the likes of Abbott & Costello, Lash Larue, the Lone Ranger, and John Wayne at the local theater. Several of the buildings from those days are still here and need to be preserved and protected as links to a proud past that helps define who we are and remains an important part of our identity and culture.





PART OF OUR PAST IS STILL HERE...



By establishing a special set of architectural guidelines, creating period signage, adding awnings, paint, and a little carpentry here and there we can not only keep the historic facades, but enhance them and remake them as the basis of a unique shopping area that captures the spirit and charm of bygone days. These cosmetics, in addition to a strict mandate for allowing only the types of businesses and organizations that will augment the concept, the historic part of MainTown can become the heart and focus of a unique shopping, entertainment and vigorous residential environment that will be the pride of Frisco.





OLD CITY HALL - "RED ONE"




WITH IMAGINATION, EXPERTISE - AND A SOUND PLAN, WE CAN TRANSFORM THE HISTORIC DISTRICT.



THE EXPERIENCE.

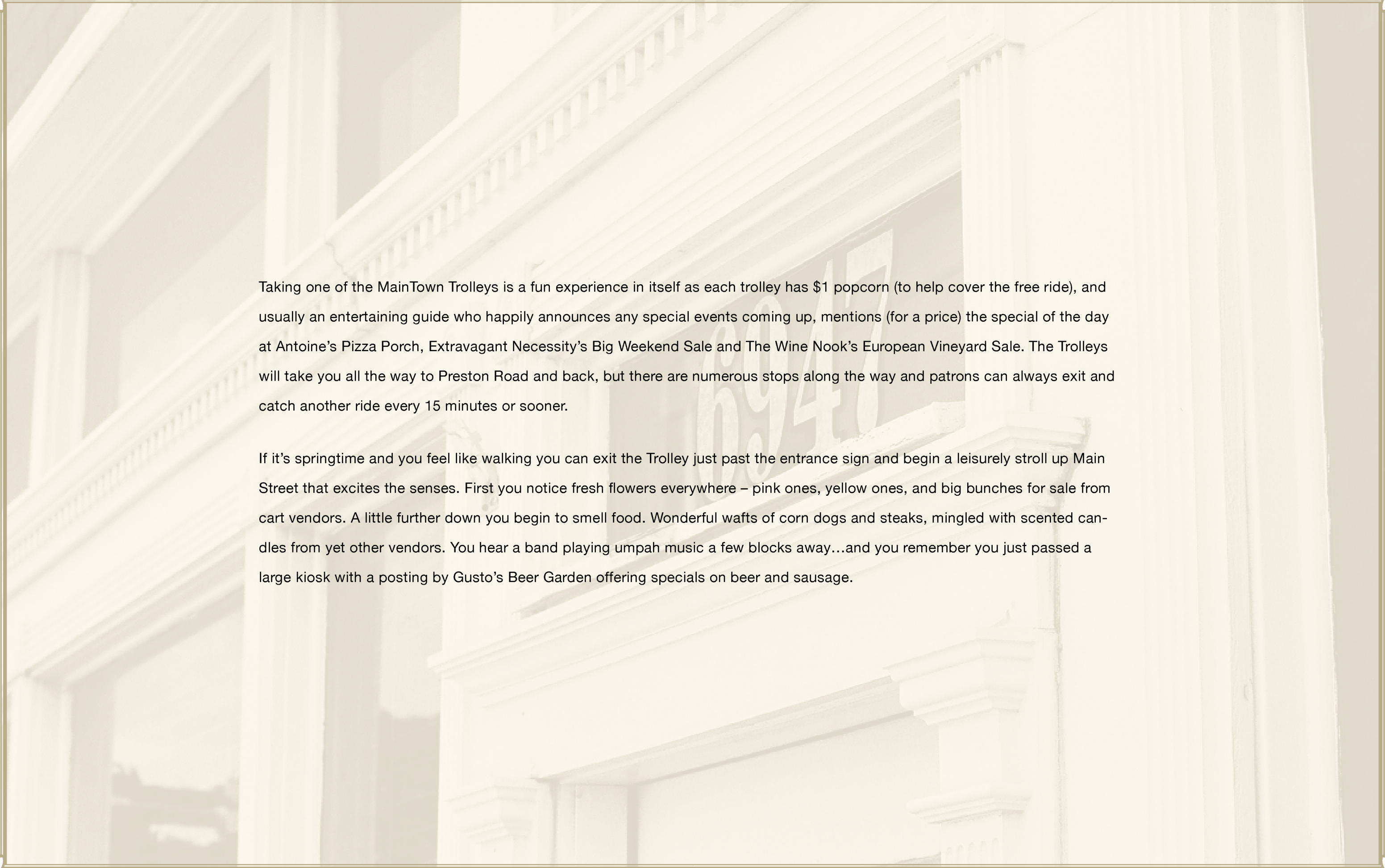

MainTown officially begins at Frisco Square with a large defining sign that can be seen from the Tollway. It will become a branding device—something magnificent that projects the bold and innovative nature Frisco has become known for. Once you enter this portal to the Historic District you will notice Main Street is paved all the way to County Road with red brick – the trademark of every railroad town that sprang up in the late nineteenth and early twentieth century. Today it offers a warmth and charm that harkens back to those “simpler” times we think of as The Good Old Days.

If you’ve come for a day of shopping or a special event you might choose to park in the MainTown Parking Garage next door to the MainTown Trolley Station behind City Hall.






ENTRANCE SIGN



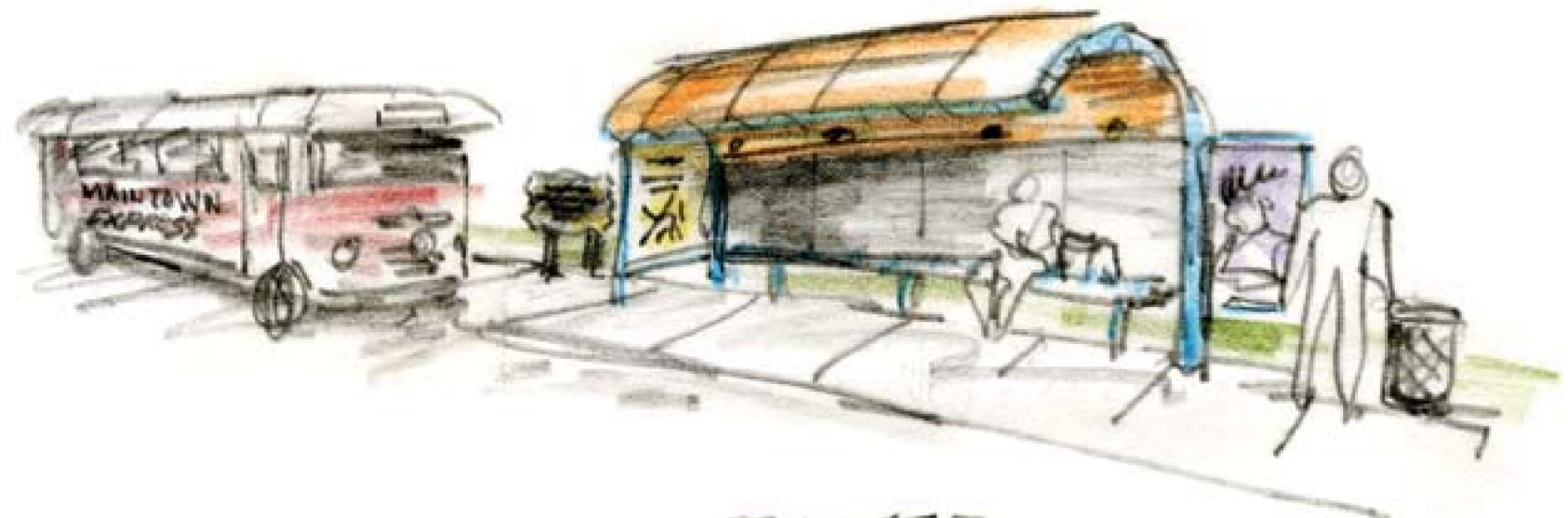
Taking one of the MainTown Trolleys is a fun experience in itself as each trolley has \$1 popcorn (to help cover the free ride), and usually an entertaining guide who happily announces any special events coming up, mentions (for a price) the special of the day at Antoine's Pizza Porch, Extravagant Necessity's Big Weekend Sale and The Wine Nook's European Vineyard Sale. The Trolleys will take you all the way to Preston Road and back, but there are numerous stops along the way and patrons can always exit and catch another ride every 15 minutes or sooner.

If it's springtime and you feel like walking you can exit the Trolley just past the entrance sign and begin a leisurely stroll up Main Street that excites the senses. First you notice fresh flowers everywhere – pink ones, yellow ones, and big bunches for sale from cart vendors. A little further down you begin to smell food. Wonderful wafts of corn dogs and steaks, mingled with scented candles from yet other vendors. You hear a band playing umpah music a few blocks away...and you remember you just passed a large kiosk with a posting by Gusto's Beer Garden offering specials on beer and sausage.






"European" Kiosk




TRAM STOP
W/ HISTORICAL MARKER
& "AD" SPACE



On you stroll, passing kids licking ice cream, women carrying shopping bags, older couples window shopping. You hear the cling of a passing trolley with teenagers yelling and waving to friends on the street. The atmosphere is vibrant. Alive with energy, laughter, music, and delicious smells. You decide to stop at one of the shaded, landscaped parkette benches and just watch people for a bit. You are impressed with how each parkette features a different style of art and sculpture. Then, on you go. You pass a small bakery; a specialty bookstore; a waffle shop; a saddle and western wear store; a Trinkets & Treasures cubby store; and finally you stop at Si's Deli for a great corned beef sandwich at one of his 4 small tables just outside the front door. It is as good as any New York deli could offer.

As you enjoy Si's corned beef you notice a small model train store across the street. You decide to pay it a visit. As you cross at the nearest cross walk you stop at one of the several historic markers you've seen to read the explanation of a building built in 1917. Then on to the train shop. Here, you feel like a kid again. Trains of every imaginable kind. You decide a 1947 engine and coal car would be just the gift for your 8 year old son's birthday and you make the purchase. Next door is a "just scarves" store. Hermes, St. Laurent, Chanel and many you never heard of fill the small shop. You spy a beautiful purple and green silk. One you must have.





You continue your stroll and come upon a group of businessmen laughing while having lunch at a sidewalk café. You recognize two of them from a company in downtown Dallas and realize they are entertaining clients from out of town. Just beyond them, grade schoolers are sitting in one of the parkettes watching a puppet show. They are totally enthralled and show their enthusiasm with laughs and applause. As you turn to leave, three joggers step around you. You watch them jog away then spot a bronze statue of two farmers laughing, smoking, and visiting with each other – most likely comparing cotton prices, a common scene in the last century. A similar bronze is located a little further up the street. It is of a boy leading his prize Jersey calf, followed by a dog – circa 1920.

Around the corner you are surprised by a side street sprinkled with a Damon & Drapers, a Chico's, a boutique Crate & Barrel, a Neiman Marcus Epicure—even a Trader Joe's! The visit ends with a trolley ride back to your car. As you cross the railroad tracks you notice the sleek Rapid Transit Train unloading passengers at its very contemporary station. You smile a contented smile. Happy with your purchases, your visit to an art exhibit, your first taste of real Italian gelato and that you've made plans to come back with the kids next week for the big jazz festival, one of MainTown's signature events involving local schools and musicians from around the country. And soon you plan to take in one of the plays at the old, but refurbished, movie theater. It's been a good day and you realize you are proud to be part of a city that preserves its heritage and offers its citizens much more than a nice place to live. Much more.



FARMERS, 1950's



PARKETTE
w/ SAND BOX & KITE SCULPTURE




THE NEXT STEP.

Having a branded venue such as MainTown Frisco, with its one-of-a-kind shops and anchor stores, intriguing restaurants and signature events will not only improve the arts and cultural life of Frisco, but also attract more business for downtown and the whole city. Corporations looking for a convention site or a place to move their headquarters want a location its employees will be excited about. One that will benefit them financially, socially and culturally. MainTown Frisco could well tip the scales in favor of Frisco.

Thus, the name, the logo and the whole experience of MainTown Frisco becomes a sub brand of Frisco that actually helps define Frisco as an energetic forward-moving city. It is a commodity imbedded in the city's cultural and business life designed to improve both. Done right, it will present Frisco as one of the elite cities that has successfully combined art and commerce into a growing asset. To execute and maintain its existence will require research, detailed planning, project personnel, a marketing plan and marketing team, a budget and source of funding – and a schedule that allows the project to go forward in a timely fashion that does not hinder its full potential.

It is recommended we start with a survey of Frisco's citizens as to what types of stores, businesses, events and activities would motivate them to visit MainTown. Perhaps we would also ask what keeps them away now. With this information we can then bring in professional planners and consultants to develop an overall plan and feasibility study that would let us start one block at a time. Of course it would also determine the costs—not just of the physical properties of MainTown, but perhaps more importantly an estimate of Frisco's cultural and commercial future.





LOGO IDEAS

EXECUTIVE OVERVIEW

“As we look back and survey the terrain to determine where we’ve been in relationship to where we are going, we clearly see that we could not have gotten where we are without coming the way we came.” —Stephen Covey

- We started with a simple mission to help the City of Frisco find a use for the Old City Hall buildings on Main Street that would contribute to the revitalization of the Historic Downtown area.
- Working with downtown merchants and City leaders, we’ve looked for ways to move the downtown Frisco area forward, while being mindful of the City’s past.
- Making downtown a destination - a place to stop, to eat, to shop – creating reasons for people to come to downtown, not just drive through downtown.
- We created a vision of what a vibrant downtown Frisco could be, an area that incorporates ALL of downtown Frisco, not just the historic area.

There are four keys to bringing that vision closer to reality:

Organization: Gathering information about what the citizens of Frisco want to see downtown. Building consensus and cooperation among public and private groups and individuals, and identifying sources of funding for revitalization activities.

Design: Enhancing the commercial district’s physical appearance through building rehabilitation, compatible new construction, public improvements, and design management systems. Engaging services of a consultant to create a “work plan” to help put the “vision” into actionable steps/stages.

Promotion: Marketing the commercial district through events and advertising to attract customers, potential investors, new businesses, residents, and visitors.

Economic Restructuring: Strengthening the district’s economic base and creating new opportunities through careful analysis and appropriate mixed-use development.

Our “vision” is not the culmination of one groups’ effort to bring about change in the historic downtown area, but a starting point for the development of an amazing downtown Frisco that leverages the strength of one of the nation’s fastest growing cities, to create a cultural link to the City’s future without sacrificing the path that we took to get here.

EXAMPLE STORES

- Starbucks
- Flying Fish
- Paciugo’s Italian Gelato
- Mooyah’s Hamburgers
- Eggspectation (Canadian)
- Movenpick (Canadian)
- Chocolatier
- Tea Parlor
- Soda Fountain Café
- (old-time drugstore)
- Specialty Soaps and Candles
- Provance Store
- (dishes, fabrics, etc.)
- Pottery Making and Painting
- Specialty Bookstore
- (i.e.) cooking and entertaining, mysteries, How To books
- Specialty Bakery (organic only?)
- Celebrity Bakery
- Specialty Pet Store
- (sell high end dog apparel and supplies)
- Just Dolls Store
- Teddy Bears
- Tie/Scarf Shop
- Bed & Breakfast
- Art Theater (old movie house)
- Train Store/Models Shop
- Street Vendors of Foods and Trinkets
- Deli
- Ethnic Restaurants
- (Chinese, Mexican, German, etc.)
- Homemade Ice Cream Shoppe
- (made on premises)
- Homemade Quilts Store
- Farmers’ Market
- Beer Garden
- Art Gallery
- Silversmith
- Blown Glass Store
- Clogs Store
- High End Retail “Anchors”
- Damon & Drapers
- Chico’s
- Boutique Hotel
- William Sanoma Kitchen
- Trader Joe’s
- Baretta Store